TARGETED MARKETING SYSTEM AND METHOD

ABSTRACT

A computer-implemented method for targeting marketing content to an online user, includes the

5   steps of collecting data describing the user in a user profile, comparing the user profile with a target profile and presenting the user with content based on the comparison. The user profile includes a photographic likeness of the user, as well as information derived from the user's photographic likeness. Certain content may be dynamically created for the user based on the user profile and may include the photographic likeness of the user, which may be altered to

10   incorporate a portion of the content into the photographic likeness. In this manner, personalized advertisements for cosmetics, jewelry, clothing and other items may be created. The user profile also includes data describing the user's browsing habits and responses to context-specific survey questions. In one embodiment, metrics are assigned to the user profile data, and a data index identifying the user's preferences and purchasing habits is calculated for the user based on the

15   assigned metrics. Each metric may also have an associated confidence factor, which causes the metric value to decay over time.